

## **East Hollywood Business Improvement District**

### **BOARD OF GOVERNORS MEETING**

Thursday, November 29, 2012

Los Angeles City College  
Student Union – 3<sup>rd</sup> Floor Conference Room  
(855 N Vermont Ave. Los Angeles, CA 90027)

### **MINUTES**

Governors Attending: Jeff Zarrinnam, chair; Carlson, Koretz, Reuveni, Shield, Swanson

Staff: Gubler, Shahenian

Guests: Karreno Alexanyan, Chase Bank; Jeff Miele, LABT

I) Call to Order

Zarrinnam called the conference call meeting to order at 3:10 pm. The group members in attendance made self-introductions.

II) Public Comments

There were no public comments.

III) Approval of Minutes

Motion by Shield, seconded by Reuvenie to approve the September 12, 2012, October 24, 2012 and November 5, 2012 Meeting Minutes.

Motion carried.

IV) Financial Report

Shahenian reviewed the BID financials. She noted that the BID's October 31, 2012 ending balance was \$101,271.77

V) East Hollywood BID Website/Social Media Update

The Board reviewed mockups for the EHBID website and made recommendations for minor changes.

It was noted that a mobile compatible version of the site is desired. Shahenian will look into the additional costs.

Alexanyan will coordinate with the Website designer on integrating the BID's social media accounts into the site.

The Board reviewed alternate logo designs.

Motion by Reuvenie, seconded by Swanson to adopt alternate logo.

Motion carried.

VI) Cleaning Contract Update

Jeff Miele of LABT provided the Board with a cleaning update. He noted that that 579 bags of trash were collected in October. LABT has been following its once a week fall maintenance schedule.

The group discussed the Vermont Ave. trees. Zarrinnam noted that there are still 4 tree wells with aggregate that needs to be removed. He also inquired about removing several remaining Pine trees.

VII) Illegal Vending Signs

Zarrinnam discussed illegal vending signs recently ordered by Council District 13 for the EHBID.

Swanson noted that he would like to see signs placed on along Fountain and Koretz commented that signs should also be placed on Edgemont.

Zarrinnam stated that Cadets from the NE division will be patrolling the swap meet during the weekends to discourage illegal vending.

VIII) Discussion regarding Vermont Median Project

The Board discussed the feasibility of adding crosswalks at La Mirada and Vermont as part of the median project.

Shahenian was asked to follow up with CD-13 regarding several lights on Vermont Ave. that are not turning on at night.

IX) Annual Meeting Planning

Shahenian noted that the BIDs annual meeting should be held prior to the end of January in accordance with the bylaws and that a nominating committee would need to be appointed to fill vacancies for the 2013 Board of Governors.

It was noted that 4 board members have terms expiring at the end of 2012 – Harvey Shield, Will Haick, Edie Reuvenie, and Gail Koretz. It was also noted that Carmen Apelgren's seat remains unfilled following her resignation from the Board.

Carlson, Swanson, and Zarrinnam agreed to serve as the 2013 nominating committee.

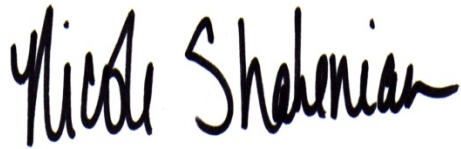
The annual meeting was scheduled to be held on Tuesday, January 29<sup>th</sup> at 3:00 pm in the Board room of Hollywood Presbyterian Hospital.

It was noted that the Board would not meet in December.

X) Adjournment

The meeting was adjourned at 4:09 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Nicole Shahanian". The signature is written in a cursive, flowing style.

Nicole Shahanian  
Executive Director